

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 398 Issue 5



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	17835	Campaign Ref:	E:120710067
Buyer:		Client/Product/Estimate:	MCCRO /ORDR /C15C21	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/21/12	Weeks:	1	Order Ref:	06217686
Est./PO Number:	06217686	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	05	150	30 Comme	Nbr of Spots 1	1	150
2	M-F 4-5p Judge Judy ...F..	04	225	30 Comme	Nbr of Spots 1	1	225
3	M-F 8a CBS This Morning ...F..	05	110	30 Comme	Nbr of Spots 1	1	110
4	M-F 9a Dr Phil ...F..	05	150	30 Comme	Nbr of Spots 1	1	150
5	Fri 9p ET / 8p CT Made In Jersey ...F..	05		30 Comme	Nbr of Spots		
6	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme	Nbr of Spots 1	1	170
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	150	30 Comme	Nbr of Spots 1	1	150
8	M-F 4-5p Judge Judy	04	225	30 Comme	Nbr of Spots 1	1	225
Weekly Totals: Total Spots(Ord Spots)					38	38	
Closed PR					6	6	

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Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C:15C21	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06217666
Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
9	M-F 8a CBS This Morning M.....	05	110	30 Comme	Nbr of Spots 1	1	110
10	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots 1	1	150
11	Sat 10p ET / 9p CT 48 HoursS.	06	600	30 Comme	Nbr of Spots 1	1	600
12	Sat 7p Access HollywoodS.	06		30 Comme	Nbr of Spots		
13	Sat 8-9pS.	06	400	30 Comme	Nbr of Spots 1	1	400
14	Sat 9-10pS.	06	400	30 Comme	Nbr of Spots 1	1	400
15	Sun 1030a ET / 930a CT Face The NationS.	05	275	30 Comme	Nbr of Spots 1	1	275
16	M-F 1135p ET / 1035p CT Late Show ...T....	06	170	30 Comme	Nbr of Spots 1	1	170
17	M-F 3p ET / 2p CT Let's Make A Deal ...T....	05	150	30 Comme	Nbr of Spots 1	1	150
18	M-F 4-5p Judge Judy	04	225	30 Comme	Nbr of Spots 1	1	225
Weekly Totals:					Total Spots(Ord Spots)	38	38
					Closed PR	6	6

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Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C16C21	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06217666
Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
19	M-F 8a CBS This Morning ..T....	05	110	30 Comme	1	1	110
20	M-F 9a Dr Phil ..T....	05	150	30 Comme	1	1	150
21	Tue 10p ET / 9p CT Vegas T.....	05		30 Comme			
22	M-F 1135p ET / 1035p CT Late Show T.....	06	170	30 Comme	1	1	170
23	M-F 11a ET / 10a CT Price Is Right .T.....	04	225	30 Comme	1	1	225
24	M-F 3p ET / 2p CT Let's Make A Deal .T.....	05	150	30 Comme	1	1	150
25	M-F 4-5p Judge Judy T.....	04	225	30 Comme	1	1	225
26	M-F 8a CBS This Morning T.....	05	110	30 Comme	1	1	110
27	Tue 8p ET / 7p CT NCIS T.....	04		30 Comme			
28	M-F 9a Dr Phil T.....	05	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)					38	38	
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Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
29	Tue 9p ET / 8p CT NCIS Los Angeles ..T....	05		30 Comme	Nbr of Spots		
30	Wed 10p ET / 9p CT CSI ...W...	06	1200	30 Comme	Nbr of Spots	1	1200
31	M-F 3p ET / 2p CT Let's Make A Deal ..W...	05	150	30 Comme	Nbr of Spots	1	150
32	M-F 4-5p Judge Judy ..W...	04	225	30 Comme	Nbr of Spots	1	225
33	M-F 8a CBS This Morning ..W...	05	110	30 Comme	Nbr of Spots	1	110
34	M-F 9a Dr Phil ..W...	05	150	30 Comme	Nbr of Spots	1	150
35	Sat 7p NewsS	05	150	30 Comme	Nbr of Spots	1	150
36	Tue 8p ET / 7p CT NCIS ..T....	04		30 Comme	Nbr of Spots		
37	Wed 8p ET / 7p CT Survivor ...W...	04	1650	30 Comme	Nbr of Spots	1	1650
38	Tue 8p ET / 7p CT NCIS Los Angeles ..T....	04	2500	30 Comme	Nbr of Spots	1	2500
Weekly Totals: Total Spots(Ord Spots)					38	38	
Closed PR					6	6	

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Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
38	Tue 8p ET / 7p CT NCIS Los Angeles Mkgd T....	04	2500	30 Comme	Nbr of Spots	1	2500
40	Fri 9p ET / 8p CT CSI NY Mkgd ...F..	05	900	30 Comme	Nbr of Spots	1	900
41	Sat CBS NCAA FootballS.	03	2500	30 Comme	Nbr of Spots	1	2500
42	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	750
44	Sun 6a NewsS	06	50	30 Comme	Nbr of Spots	2	100

Weekly Totals: Total Spots(Ord Spots) 38 38
Closed PR 6 6

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	Fri 9p ET / 8p CT Made In Jersey	:30 Commercial	10/15/12	Closed Pre Emption	900.00	40 (10/19)	0000181394	
12	Sat 7p Access Hollywood	:30 Commercial	10/15/12	Closed Pre Emption	150.00	35 (10/20)	0000169849	
21	Tue 10p ET / 9p CT Vegas	:30 Commercial	10/15/12	Closed Pre Emption	1,200.00	37 (10/17), 39 (10/16)	0000178439	
27	Tue 8p ET / 7p CT NCIS	:30 Commercial	10/15/12	Closed Pre Emption	0.00	38 (10/16), 39 (10/16)	0000181218	E:120710067
29	Tue 9p ET / 8p CT NCIS Los Angeles	:30 Commercial	10/15/12	Closed Pre Emption	1,900.00	37 (10/17), 39 (10/16)	0000178439	
36	Tue 8p ET / 7p CT NCIS	:30 Commercial	10/15/12	Closed Pre Emption	0.00	38 (10/16), 39 (10/16)	0000181218	E:120710067

Grand Totals		Month 10 Weeks: 4	
Totals		10/15	
Spots	38		38
Cost	17835		17835

Grand Totals:

Spots:	38
Gross Total:	17,835.00
Commission:	2,675.25
Net Total:	15,159.75